

Message Text

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PAGE 01 STOCKH 02108 301118Z

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 301050Z APR 75
FM AMEMBASSY STOCKHOLM
TO SECSTATE WASHDC 4567
INFO USDOC WASHDC
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO

UNCLAS STOCKHOLM 2108

FOR COMMERCE BIC/OIM

E.O. 11652: NA

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: FY 76 TRADE CENTER PROCUREMENT,
PARTICIPANT CONTRIBUTIONS.

1. OIM GUIDANCE ON REVISED CONDITIONS OF PARTICIPATION,
FEE STRUCTURE URGENTLY NEEDED. CURRENT FORMULATION FY 76
CCP WITH CMM CAYA INDICATES THAT ACTION PROGRAM RE
EVENTS SCHEDULE PRESENTLY DELAYED DUE LACK OF INFORMATION.

2. STC HAS RECEIVED NO WRITTEN GUIDELINES, DEFINITIONS,
OR POLICY GUIDANCE REGARDING FY 76 EVENTS. PROCUREMENT
OF SEPTEMBER SHOW DELAYED.

3. COPY PROCUREMENT LETTER FROM OIM TO EUROPEAN SUBSIDIARY
OF U.S. FIRMS RE SEPTEMBER ELECTRONIC COMPONENTS TANDEM
EXHIBITION RECEIVED HERE. LETTER STATES PARTICIPATION
FEES AND DEFINITIONS TO BE EMPLOYED AFTER JULY 1, 1975
INCLUDE FOLLOWING : "EXHIBITOR CONTRIBUTION \$900 FOR NON-
ESTABLISHED EXPORTER AND \$2N600 FOR ESTABLISHED EXPORTER
TO RESPECTIVE MARKETS."

4. FOR LOCAL PROCUREMENT, STC NEEDS GUIDANCE IN DEALING
WITH MULTI-ACCOUNT REPRESENTATIVES OF U.S. COMPANIES.

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IN THIS MARKET AREA, MULTI-ACCOUNT REPRESENTATIVES CON-

STITUTE PRINCIPAL TRADE CHAANNEL. AS ILLUSTRATION THIS
FACT, AT LARGE IM-75 EXHIBITION IN STOCKHOLM, OVER 487
AMERICAN FIRMS WERE LISTED AS EXHIBITORS. ONLY 6 OF
THESE PARTICIPATED IN THEIR OWN BOOTHS, WHILE ALL
OTHERS WERE REPRESENTED BY LOCAL MULTI-ACCOUNT AGENTS.

5. WILL MULTI-ACCOUNT REPRESENTATIVE ORGANIZATION BE
RECRUITED WITH UP TO FIVE PRINCIPALS FOR \$900 OR \$2,600
UNDER NEW GUIDELINES? DISCUSSIONS WITH PARTICIPATING
MULTI-ACCOUNT REPRESENTATIVES IN RECENT STC EVENTS
DEVELOPED CONSENSUS THAT FEES IN RANGE OF \$1,000
OR \$1,200 WOULD NOT PRECLUDE THEIR PARTICIPATION IN STC
EVENTS BUT THAT ABOVE \$1,200 MANY AGENTS COULD NOT
PARTICIPATE.

6. STC FORWARDING COMMENTS ON PROPOSED BSP FEES AND
DEFINITIONS NOTED BY CMM CAYA IN DISCUSSIONS.

7. PLEASE INSTRUCT ON PRIORITY BASIS PROPOSED FEES,
DEFINITIONS AND POLICY GUIDELINES TO ENABLE STC TO
CONTINUE WORK ON FALL EVENT PROCUREMENT.

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